

Grantee Information

ID	1537
Grantee Name	WFAE-FM
City	Charlotte
State	NC
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2019. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2019 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WFAE's mission is Journalism that Informs, Enriches, and Inspires. Through our newsroom, podcasts, daily program service and community outreach, we work to tell the stories that impact our audiences. FY'19 showcased WFAE's commitment to this service in many ways... A huge undertaking for WFAE in FY'19 was our "Finding Home" series, a year-long project to examine issues of affordable housing in the Charlotte region. This project involved every reporter in our newsroom, and featured weekly reporting on the subject. Our acclaimed podcast "She Says," which examined the story of a sexual assault survivor, concluded in FY19 having been downloaded more than 66,000 times; we launched our successful music podcast "Amplifier," which showcases the art and artists of Charlotte's diverse music scene; we launched our "Queen City PodQuest," which allowed individuals living within WFAE's broadcast area to enter their podcast ideas -- generating 379 entries and more than 184,000 votes. We continued our award-winning weekday radio program "Charlotte Talks," which offers nearly 250 hours of discussion on local issues each year. We also continued our award-winning "FAQ City" podcast, which invites audience members to submit questions to the WFAE newsroom for investigation. And we continued our acclaimed "SouthBound" podcast, which features interviews with notable southerners from all walks of life. In addition to these well-received productions, WFAE's newsroom provided its award-winning daily news service, focusing on Education, the Environment, Health & Science, the Arts and more. The station also hosted nearly 20 community events during the fiscal year in zip codes throughout the station's broadcast area. These events brought together diverse populations to

examine the issues most important to the region, as well as opportunities for community building.

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2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

A shining example of how WFAE partnered with other organizations in FY19 can be seen with the weekly "Charlotte Talks" weekly news round-up, which brings together journalists from a variety of local media organizations -- some for profit, and some non-profit -- to discuss the pressing issues in the region that week. When Hurricane Florence hit the Carolinas, WFAE partnered with WHQR in Wilmington, NC to provide coverage of the storm. WFAE environmental reporter David Boraks braved flooded highways and downed trees in a rented truck to make his way from Charlotte to Wilmington to help WHQR file stories about the storm. The station partnered numerous times with Blumenthal Performing Arts to host WFAE public conversations

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3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Key indicators for WFAE's success in FY'19 include significant increases in contributed support -- total revenue grew by 5% in FY'19 and the total number of supporters grew to a record of over 21,000 (a 51% increase since FY15). In addition to increased listener support, the station received a record number of awards and accolades, including: A Gracie Award and Online News Association recognition for Sarah Delia's "She Says" podcast; a Webby Award for Joni Deutsch's "Amplifier" podcast; a Hearken Champion of Curiosity award for Nick de la Canal's FAQ City podcast; numerous regional Edward R. Murrow Awards; three awards from the Charlotte Area Association of Black Journalists; two PRNDI awards; and multiple "best of" recognitions from area news organizations.

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4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

Key initiatives to meet the needs of diverse audiences include: Our year-long "Finding Home" initiative, which focused the attention of every journalist in our newsroom on the issue of affordable housing in Charlotte. We also launched our Queen City PodQest. A primary goal of the PodQest was to encourage individuals who have traditionally not had opportunities to tell their story, to do just that. The PodQest received nearly 400 entries... many more than WFAE expected... and from every zip code within our broadcast area. WFAE also followed the story of Charlotte's growing homicide rate and hosted a public conversation on the issue. IN FY20, we have continued our "Finding Home" series, and have grown upon the success of the "Queen City PodQest" by partnering with the Charlotte Library to offer podcasting classes.

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5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

As reported in past SAS reports, if WFAE were to lose CPB funding, many of the stories we focus on would simply not be told. CPB funding ensures that WFAE can focus on stories and projects that fulfill community needs, not projects that have the highest ROI. CPB funds help WFAE fulfill its vision of "A More Informed Community, Grounded in our Shared Humanity."

Comments

Question

Comment

No Comments for this section